



INCREASING CUSTOMER LOYALTY THROUGH CO-CREATION, PRODUCT INNOVATION, SOCIAL MEDIA MARKETING WITH CUSTOMER SATISFACTION AS AN INTERVENING VARIABLE

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Abstract

Coffee shop is a meeting place where interaction occurs between two human beings with various purposes and reasons. The phenomenon of the emergence of coffee shops in Serang City has made coffee shop managers focus on Gen Z to have their own uniqueness in creating customer loyalty through co-creation and product innovation for coffee shop managers in the era of technology and digitalization. Differences in perceptions of cafes, coffee shops, and coffee shops among Gen Z make them not loyal to coffee shops. Initial research found that customer loyalty in six coffee shops that had not been segmented for Gen Z resulted in a low level of loyalty. There is a problem with customer loyalty so that research is needed on loyalty in six coffee shops that do not yet have a Gen Z segment in Serang City. Among them are Kiri coffee, Cruz coffee, carios.id, Kopi Rona, Jannor Coffee, and also Kiara Coffee.

This study aims to determine efforts to increase customer loyalty through co-creation, product innovation, and social media marketing, as well as customer satisfaction as an intervening variable. This study uses a survey method with data collection through questionnaires distributed to 400 respondents of Gen Z coffee lovers in six coffee shops in Serang City, Banten, which do not yet have a segmentation among Gen Z. This study uses a quantitative research method. The type of design that will be analyzed using the help of Structural Equation Modeling (SEM) software. The results of the analysis show that of the 100 indicators used, all are valid and reliable. Co-creation, product innovation, and social media marketing have a significant influence on customer satisfaction with a determination of 66.5%, where co-creation is the dominant factor. In addition, customer loyalty is significantly influenced by customer satisfaction, co-creation, product innovation, and social media marketing with a determination of 76.3%.

This study proves that the co-creation coffee innovation model significantly increases customer loyalty in Coffee Shops in Serang City. These results provide theoretical, practical, and managerial implications, especially for coffee shop business actors in Serang City, to increase customer loyalty and business sustainability in this coffee shop.

Keywords: Customer Loyalty, Co-Creation, Product Innovation, Social Media Marketing, Customer Satisfaction

INTRODUCTION

Lifestyle shifts in activities that change places to coffee shops and young people who channel prestige, self-existence, comfort and create social media content through a new, more modern lifestyle by utilizing the existence of coffee shops (Suryani & Kristiyani, 2021). The consumption patterns of consumers visiting cafes, coffee shops, and coffee shops have a variety of activity descriptions. The activities carried out vary such as gathering with family, chatting with friends, meeting clients, meetings and doing college or office assignments. Visitors also have their own consumption patterns to spend time, the costs incurred, and achieve pleasure and satisfaction while in cafes, coffee shops, and coffee shops (Puspa & Yani Hardiyanti, 2021).

The early history of coffee shops in Serang City began with the Serang-Cilegon coffee shop in 2016 with a total of 12 coffee shops. The coffee shops in Serang City itself number nine, including Kopi 7, Kopi Doph, Padepokan Kopi, Rumah Kopi, Taman Kopi, Kopi 113, Kopi Kamila, Ngopi Dipit, Kopi 12 Pas. The development of coffee shops in 2019, the mushrooming of

coffee shops during Covid-19. Only four coffee shops survived at that time, namely Taman Kopi, Kopi 113, Ngopi Dipit, and Padepokan Kopi. The rest are newcomers to the world of coffee shops in Serang City.

Over time, based on the 2024-2025 survey, the total number of cafes (coffee houses) including coffee shops or coffee stalls and coffee shops is 170 outlets. Then the criteria for coffee shops and coffee shops are 140 outlets. After knowing the term coffee shop from KBLI (Standard Classification of Indonesian Business Fields) which comes from the Central Statistics Agency and the difference with coffee shops (coffee stalls). So based on the coffee shop survey, there are six coffee shops that are used as research sites as seen in the table below.

Table 1. Criteria for Unsegmented Coffee Shops in Serang City

No	Coffee Shop	Operational Hours
1	Cruz Coffee & Work Space	09.00 am – 11.00 pm
2	Kiri Coffee & Eatery	08.00 am – 11.00 pm
3	Jannor Coffee & Co Serang	07.00 am – 10.00 pm
4	Kopi Rona	07.00 am – 11.00 pm
5	Kiara coffee id	08.30 am – 12.00 pm
6	Carios Coffee	09.00 am – 12.00 pm

Sources: Researcher Observations, 2025

Coffee shop customer loyalty problems often arise due to intense competition, varying product quality, and lack of personal interaction. Coffee shops need to focus on quality, effective promotion, and building strong relationships with customers to increase loyalty.

The number of new coffee shops creates fierce competition that makes it difficult for small businesses to retain customers. Competition forces coffee businesses to be more innovative in order to stay relevant. The number of other local coffee shops also continues to grow and offer similar experiences, making competition even more intense (Wardhana, 2025). Revindo et al., (2024), fluctuating coffee prices will encourage coffee shop players to tend to increase prices with the risk of consumers switching to other coffee shops that sell cheaper coffee, especially with increasingly competitive competition due to the increasing number of coffee shop businesses. This can cause customers to move from one coffee shop to another.

Lack of in-depth understanding of the target market can make it difficult to build a loyal customer base. Continuous discounts can reduce profit margins and weaken long-term competitiveness. This can reduce customer loyalty, because customers only pursue low prices, not the quality of the product, service, or experience provided (Wardhana, 2025).

Customer satisfaction issues in coffee shops are often related to product quality, service, price, and the overall customer experience, which if not met can lead to dissatisfaction and loss of customers.

Other studies are contradictory, customer satisfaction does not fully affect customer loyalty. The formation of customer loyalty will be formed by customer satisfaction. However, if other factors arise, the consideration of the model can change (Oliver, 1999). Two phenomena related

to customer satisfaction and customer loyalty are dissatisfied customers can be loyal and satisfied customers are not necessarily loyal. Because purchasing decisions are caused not only by oneself but also by the influence of others around them (Djayapranata, 2020).

Coffee shops can also build bonds with local communities regularly through creative discussion events, music, local art exhibitions. This can attract customers and create a more personal experience (Wardhana, 2025). Strengthening the relationship between coffee shops and customers makes customers feel appreciated and more likely to become regular customers. Like Starbucks, which involves customers in social activities such as sustainability campaigns and new product promotions that reflect the values valued by customers (Wardhana, 2025).

On the other hand, there is research that does not affect Co-Creation on Customer Loyalty, the Co-creation offered cannot encourage the level of customer loyalty (Milinia & Bintarti, 2024). Co-creation does not affect customer loyalty (Asnawi & Setyaningsih, 2021).

Not having innovation in the menu or concept can make the coffee shop lose its appeal in the eyes of customers such as lack of employee skills, limited space capacity, and minimal product updates offered. This makes it difficult to attract new customers or retain old customers who want more fresh variations and experiences and worsens the position of the coffee shop (Wardhana, 2025).

Innovation has no significant effect on customer loyalty (Fifianti, 2022). Product innovation has no significant effect on customer loyalty (Wardhani et al., 2024). Product innovation has no significant effect on customer loyalty (Syahroni & Yulianti, 2023). Product innovation has no effect on customer loyalty (Saori, 2024).

Research on the influence of social media marketing on customer loyalty. Social media marketing has a beneficial and significant impact on customer loyalty (Purwanti & Mochamad Ramdan, 2024). Customer involvement in the process of creating product value (co-creation) and the use of social media as an effective marketing tool improves customer relationships in coffee shops. By adopting the values of co-creation and social media marketing, a coffee shop has succeeded in increasing customer satisfaction, loyalty, engagement, trust, and perceived value (Tito et al., 2024).

On the other hand, there is research that does not affect social media marketing on customer loyalty. Promotion strategies through social media have a negative and insignificant effect on customer loyalty (Effendy et al., 2021). Social media marketing does not have a significant effect on customer loyalty (Azizah & Aransyah, 2023).

Initial research found that customer loyalty in six coffee shops that had not been segmented for Gen Z resulted in a low level of loyalty. There is a problem with customer loyalty so that research is needed on loyalty in six coffee shops that do not yet have a Gen Z segment in Serang City. Among them are Kiri coffee, Cruz coffee, carios.id, Kopi Rona, Jannor Coffee, and also Kiara Coffee.

Customer Loyalty

Customer loyalty is perceived differently by experts. According to Griffin (2002), loyalty is more indicated by a behavior, which is indicated by routine purchases, based on the decision-making unit. Meanwhile, by Gremler and Brown (2008), customer loyalty is a customer who not only repurchases goods and services, but also has a commitment and positive attitude towards the service company such as recommending others to buy. In contrast to Jill Griffin (2007), customer loyalty tends to be closer to behavior rather than attitude. Oliver (1996), customer loyalty is a customer's commitment to persist deeply to re-subscribe or make repeat purchases of selected products or services consistently in the future, even though it has the potential to change behavior. Drake (1998), loyal customers always make repeat purchases, which in turn guarantees a flow of income for the company, has a tendency to buy more, is willing to pay a higher price, which will have a direct impact on the profits obtained by the company.

Customer Satisfaction

Customer satisfaction according to Rustanti et al (2023), refers to the customer's response after purchasing a product or service from a business, regardless of whether the response is in accordance with expectations. Customer satisfaction according to Kurniasari & Sugiyanto (2020), is one of the factors in the success of an organization, companies must satisfy their customers by providing quality services. Customers tend to compare products/services from one company to another, if they are dissatisfied with a company's product or service, they will more easily switch to another company's product or service. Customer satisfaction according to Apriasty & Simbolon (2022), is the most important indicator of the success of an organization or company. In the era of increasingly sophisticated communication technology, customer satisfaction and dissatisfaction will easily form and influence the market. The internet provides a means for customers to spread bad or good news quickly throughout the world. Customer satisfaction according to Salsabila et al. (2022), can attract customers to come back and generate profits for the company.

Co-Creation

According to Vargo & Lusch (2004), Co-Creation is a process based on the concept of Service-Dominant Logic (SDL) which explains that customers are not only strategic objects. Also, as potential resources that must be involved in the value-added process. Meanwhile, according to Smith & Zook (2011), Co-Creation is likened to a ladder, starting from consumer involvement in rating, reviewing, discussing products, to creating ideas, advertisements, brands, and products. Another opinion according to Gronross (2011), Co-Creation will be created if there is direct interaction between the company and customers, if there is no direct interaction, then Co-creation will not be created. Added according to Chathoth, et.al. (2016), Co-Creation is the contribution of consumers and companies together in creating a product and service innovation that gives a shared impression.

Product Innovation

Product innovation according to Ganbaatar et al. (2023) is important in entrepreneurship, but existing efforts still pose problems for entrepreneurship research because they tend to be corporate and/or subjective and lack validity and reliability for new and small companies. Product innovation according to Danneels & Kleinschmidt (2001), consists of customer perspective and

company perspective. From the customer's perspective, innovation attributes, adoption risk, and the level of change in existing behavior patterns are considered as forms of product novelty. From the company's perspective, environmental familiarity and project-company fit, as well as technological and marketing aspects are proposed as dimensions of product innovation. Product innovation according to Mannan & Haleem (2017) is a complex and diverse process involving many influential indicators not only at the individual level but also at the organizational and institutional levels. Product innovation is the result of various processes that are combined and influence each other with the aim of improving consumer purchasing decisions (Febriyanti et al., 2022).

Social Media Marketing

Social media marketing according to Meliawati et al. (2023), can influence customers by giving them the desire to buy products posted on social media. Social media marketing according to Karman (2015) is the concept of how marketers work through social media that is able to build consumer interactions. Social media marketing according to Sanjaya (2021) is a marketing activity in building communication with customers through electronic media. Social media marketing according to Tarsakoo & Charoensukmongkol (2020) is very important for small companies to develop marketing capabilities. Social media marketing according to Wikantari (2022) is practiced to engage customers in online social locations where customers naturally spend time.

Framework

The framework of thought through the constellation of causal relationships between variables is built in the form of a framework of thought which is systematically depicted in the image below.

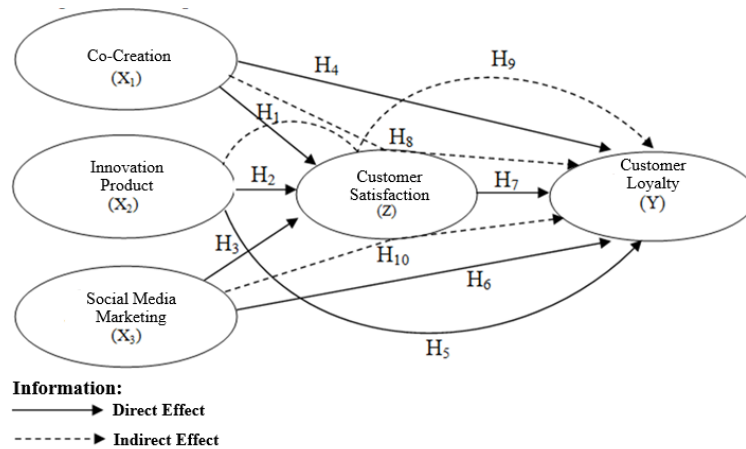


Figure 1. Framework of Thought

Hypothesis Testing

The research hypothesis as a temporary answer to the assumption to be tested, that there is a positive influence of exogenous variables on the endogenous variables of the coffee shop. This is in line with the opinion of Sugiyono (2017), the hypothesis is an answer to a problem that is still presumptive because its truth still needs to be proven. Based on the research model above, a

research hypothesis can be drawn which is a temporary answer to the research problem that has been formulated, as follows:

H₁: Co-creation has a direct positive effect on coffee shop customer satisfaction in Serang City

H₂: Product innovation has a direct positive effect on coffee shop customer satisfaction in Serang City

H₃: Social media marketing has a direct positive effect on coffee shop customer satisfaction in Serang City

H₄: Co-creation has a direct positive effect on coffee shop customer loyalty in Serang City

H₅: Product innovation has a direct positive effect on coffee shop customer loyalty in Serang City

H₆: Social media marketing has a direct positive effect on coffee shop customer loyalty in Serang City

H₇: Customer satisfaction has a direct positive effect on coffee shop customer loyalty in Serang City

H₈: Co-creation has a positive indirect effect on customer loyalty through coffee shop customer satisfaction in Serang City

H₉: Product innovation has a positive indirect effect on customer loyalty through coffee shop customer satisfaction in Serang City

H₁₀: Social media marketing has a positive indirect effect on customer loyalty through customer satisfaction in coffee shops in Serang City.

METHOD

Research Types and Research Methods

The research method used in this study is explanatory (Bahri, 2023) which is in accordance with the characteristics of the experiment which is descriptive and also verification in accordance with the objectives of the study. The research survey aims to explain, confirm, evaluate and predict. Then the data collected and become a sample that has been determined with a questionnaire as the main data collection tool.

The descriptive method according to (Sujarweni, 2015) is a study conducted to determine the value of each variable, either one or more variables that are independent without making relationships or comparisons with other variables. These variables can describe systematically and accurately regarding a particular field. While the verification method according to (Sugiyono, 2017) is a study that aims to determine the relationship between two or more variables. This method is used to determine the influence between two or more variables that can explain or analyze the influence of co-creation, product innovation, and social media marketing on customer loyalty with the intervening variable of customer satisfaction.

Research place at six coffee shops that do not yet have a Gen Z segment in Serang City. Among them are Kiri coffee, Cruz coffee, carios.id, Kopi Rona, Jannor Coffee, and also Kiara Coffee. This study uses a survey method with data collection through questionnaires distributed to 400 respondents of Gen Z coffee lovers in six coffee shops in Serang City, Banten, which do not yet have a segmentation among Gen Z.

Population and Sample

The population in this study based on the number of residents aged 15-19 was 61,432 people and aged 20-24 was 63,516. This age is the criteria for generation Z from 15 to 24 years old obtained from population data for Serang City, so the population in this study with the number of generation Z was 124,948 people.

Samples are part of the population. Samples are considered to represent the existing population. According to (Sugiyono, 2019), samples are part of the number of characteristics found in the population. If the population is known, the sample calculation can be used using the Yamane, Isaac, and Michael formula. After the population is known above, the number of samples to be taken and calculated later in the research sample used is 398.72 or rounded up to 400

Quantitative Data Analysis Techniques

Structural equation models or also called Structural Equation Modelling (SEM) are used to test research hypotheses. Based on the purpose of this study, namely to determine and analyze the influence of independent variables of co-creation, product innovation, social media marketing on the dependent variable of customer loyalty which also involves intermediary variables or intervening variables, namely customer satisfaction, Structural Equation Modelling (SEM) is used as an analysis tool in this study. There are four components in SEM which include: correlation analysis, regression analysis, path analysis, and factor analysis. This SEM method was chosen because it is able to measure constructs or latent variables through their indicators and at the same time is able to analyse indicator variables and latent variables. Structural Equation Modelling (SEM) is able to analyse the relationship that occurs between indicator variables and latent variables which are also called measurement equations. Likewise, the relationship that occurs between latent variables and other latent variables which are called structural equations can be analyzed using the SEM method.

RESULTS AND DISCUSSION

The results of the study show that the hypothesis test for each variable is as follows:

1. Direct Influence of Co-Creation on Customer Satisfaction

The first hypothesis in this study is to determine the effect of co-creation on customer satisfaction in coffee shops in Serang City. The t-count value for the co-creation variable on customer satisfaction is 9.60, which is greater than the t-table value of 1.65. Because the t-count value is greater than the t-table value ($\alpha = 5\%$), it can be concluded that H1 is accepted and H0 is rejected. These results can be interpreted that co-creation has a significant effect on customer satisfaction. The coefficient value of the test results for the model is 0.46, which means that co-creation has a positive effect on customer satisfaction, and if co-creation increases by one unit, customer satisfaction will increase by 0.46 units.

2. Direct Influence of Innovation Product on Customer Satisfaction

The second hypothesis in this study is to determine the effect of product innovation on customer satisfaction in coffee shops in Serang City. The t-count value for the product innovation variable

on customer satisfaction is 0.39, which is smaller than the t-table value of 1.65. Since the t-count value is smaller than the t-table value ($\alpha = 5\%$), it can be concluded that H1 is rejected and H0 is accepted. These results can be interpreted that product innovation does not have a significant effect on customer satisfaction. The coefficient value of the test results for the model is 0.05, which means that product innovation does not have a positive effect on customer satisfaction, and if product innovation increases by one unit, customer satisfaction will not increase by 0.05 units.

3. Direct Influence of Social Media Marketing on Customer Satisfaction

The third hypothesis in this study is to determine the effect of social media marketing on customer satisfaction at coffee shops in Serang City. The t-count value for the social media marketing variable on customer satisfaction is 9.42, which is greater than the t-table value of 1.65. Because the t-count value is greater than the t-table value ($\alpha = 5\%$), it can be concluded that H1 is accepted and H0 is rejected. These results can be interpreted that social media marketing has a significant effect on customer satisfaction. The coefficient value of the test results for the model is 0.43, which means that social media marketing has a positive effect on customer satisfaction, and if social media marketing increases by one unit, customer satisfaction will increase by 0.43 units.

4. Direct Influence of Co-Creation on Customer Loyalty

The fourth hypothesis in this study is to determine the effect of co-creation on customer loyalty at coffee shops in Serang City. The t-count value for the co-creation variable on customer loyalty is 11.13, which is greater than the t-table value of 1.65. Since the t-count value is greater than the t-table value ($\alpha=5\%$), it can be concluded that H1 is accepted and H0 is rejected. These results can be interpreted that co-creation has a significant effect on customer loyalty. The coefficient value of the test results for the model is 0.58, which means that co-creation has a positive effect on customer loyalty, and if co-creation increases by one unit, customer loyalty will increase by 0.58 units.

5. Direct Influence of Innovation Product on Customer Loyalty

The fifth hypothesis in this study is to determine the effect of product innovation on customer loyalty in coffee shops in Serang City. The t-count value for the product innovation variable on customer loyalty is 12.56, which is greater than the t-table value of 1.65. Because the t-count value is greater than the t-table value ($\alpha = 5\%$), it can be concluded that H1 is accepted and H0 is rejected. These results can be interpreted that product innovation has a significant effect on customer loyalty. The coefficient value of the test results for the model is 0.67, which means that product innovation has a positive effect on customer loyalty, and if product innovation increases by one unit, customer loyalty will increase by 0.67 units.

6. Direct Influence of Social Media Marketing on Customer Loyalty

The sixth hypothesis in this study is to determine the effect of social media marketing on customer loyalty in coffee shops in Serang City. The t-count value for the social media marketing variable on customer loyalty is 8.41, which is greater than the t-table value of 1.65. Since the t-count value is greater than the t-table value ($\alpha = 5\%$), it can be concluded that H1 is

accepted and H_0 is rejected. These results can be interpreted that social media marketing has a significant effect on customer loyalty. The coefficient value of the test results for the model is 0.59, which means that social media marketing has a positive effect on customer loyalty, and if social media marketing increases by one unit, customer loyalty will increase by 0.59 units.

7. Direct Influence of Customer Satisfaction on Customer Loyalty

The seventh hypothesis in this study is to determine the effect of customer satisfaction on customer loyalty in coffee shops in Serang City. The t-count value for the customer satisfaction variable on customer loyalty is 14.11, which is greater than the t-table value of 1.65. Because the t-count value is greater than the t-table value ($\alpha = 5\%$), it can be concluded that H_1 is accepted and H_0 is rejected. These results can be interpreted that customer satisfaction has a significant effect on customer loyalty. The coefficient value of the test results for the model is 0.89, which means that customer satisfaction has a positive effect on customer loyalty, and if co-creation increases by one unit, customer satisfaction will increase by 0.89 units.

8. Indirect Influence of Co-Creation on Customer Loyalty through Customer Satisfaction

The eighth hypothesis in this study is to determine the effect of co-creation on customer loyalty through customer satisfaction in coffee shops in Serang City. The t-count value when compared with the t-table value, if $t\text{-count} > t\text{-table}$ ($\alpha = 5\%$), then it can be concluded that there is a mediation effect. The assumption of the Sobel test requires a large number of samples, if the number of samples is small, then the Sobel test becomes less conservative. The t value (Sobel test) is 9.930 where the value is $< t\text{-count}$, namely $9.930 > 1.65$. So, it can be concluded that the customer satisfaction variable is proven to be able to mediate the influence of co-creation on customer loyalty.

9. Indirect Influence of Innovation Product on Customer Loyalty through Customer Satisfaction

The ninth hypothesis in this study is to determine the effect of product innovation on customer loyalty through customer satisfaction at coffee shops in Serang City. The t-count value when compared with the t-table value, if the $t\text{-count} > t\text{-table}$ ($\alpha = 5\%$), then it can be concluded that there is a mediation effect. The t-value (Sobel test) is 2.876 where the value is $< t\text{-count}$, namely $2.876 > 1.65$. So, it can be concluded that the customer satisfaction variable is proven to be able to mediate the effect of product innovation on customer loyalty.

10. Indirect Influence of Social Media Marketing on Customer Loyalty through Customer Satisfaction

The tenth hypothesis in this study is to determine the effect of social media marketing on customer loyalty through customer satisfaction at coffee shops in Serang City. The t-count value when compared with the t-table value, if the $t\text{-count} > t\text{-table}$ ($\alpha = 5\%$), then it can be concluded that there is a mediation effect. The t-value (Sobel test) is 5.035 where the value is $< t\text{-count}$, namely $5.035 > 1.65$. So, it can be concluded that the customer satisfaction variable is proven to be able to mediate the influence of social media marketing on customer loyalty.

Summary of hypothesis test results from 7 direct hypotheses and 3 indirect hypothesis tests from the results of the detailed structural model analysis are summarized in the following table

Table 2. Summary of Hypothesis Tests of Research Models

Path	Coefficient path	t-count	t-table	Conclusion
Direct influence of co-creation on customer satisfaction	0,46	9,60	1,65	Significant Positive
Direct influence of product innovation on customer satisfaction	0,05	0,39	1,65	Not Significant
Direct influence of social media marketing on customer satisfaction	0,43	9,42	1,65	Significant Positive
Direct influence of co-creation on customer loyalty	0,58	11,13	1,65	Significant Positive
Direct influence of product innovation on customer loyalty	0,67	12,56	1,65	Significant Positive
Direct influence of social media marketing on customer loyalty	0,59	8,41	1,65	Significant Positive
Direct influence of customer satisfaction on customer loyalty	0,89	14,11	1,65	Significant Positive
Indirect influence of co-creation on customer loyalty through customer satisfaction	0,52	8,75	1,65	Significant Positive
Indirect influence of product innovation on customer loyalty through customer satisfaction	0,60	9,42	1,65	Significant Positive
Indirect influence of social media marketing on customer loyalty	0,53	7,24	1,65	Significant Positive

through customer satisfaction				
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Sources: Data Processed, 2025

Based on the table above, it can be concluded that only nine hypotheses proposed have $t\text{-count} > t\text{-table}$ so that H_0 is rejected and H_1 is accepted, which means that there is a significant influence between exogenous variables on endogenous variables and also mediating variables are able to significantly mediate the influence on endogenous

The magnitude of the simultaneous influence produced by the variables of co-creation, product innovation, and social media marketing on customer satisfaction can be seen from the value of R^2 , which is 0.665, where this value is converted into a coefficient of determination, namely $R^2 \times 100\%$, then the percentage is $0.665 \times 100\% = 66.5\%$. This means that the customer satisfaction variable is influenced by 66.5% by the variables of co-creation, product innovation, and social media marketing. While the remaining 33.5% is influenced by other variables outside the variables studied in this research model. The magnitude of the simultaneous influence produced by the variables of co-creation, product innovation, and social media marketing on customer loyalty can be seen from the magnitude of the R^2 value, which is 0.763, where the value is converted into a coefficient of determination (KD), namely $R^2 \times 100\%$, then the percentage is $0.763 \times 100\% = 76.3\%$. This means that the customer loyalty variable is influenced by 76.3% by the variables of co-creation, product innovation, and social media marketing. While the remaining 23.7% is influenced by other variables outside the variables studied in this research model.

CONCLUSION

The magnitude of the simultaneous influence produced by the variables of co-creation, product innovation, and social media marketing on customer satisfaction. The magnitude of the simultaneous influence produced by the variables of co-creation, product innovation, and social media marketing on customer loyalty.

Practical implications can be used by business actors in running their businesses related to customer loyalty. So that business actors can maintain and increase customer loyalty.

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